

**In the Claims:**

No claims are being amended herein. This is an argumentative response and request for reconsideration only.

1                    1.        (Previously presented) A customer profiling apparatus for  
 2 conducting customer telephone behavior pattern analysis on telephone call  
 3 records including telephone call data, comprising:  
 4                    processing circuitry operative to process customer telephone call  
 5 records;  
 6                    a data warehouse coupled with the processing circuitry and  
 7 configured to store the processed customer telephone call records;  
 8                    an OnLine Analytical Processing (OLAP) based scalable profiling  
 9 engine communicating with the data warehouse and operative to build and  
 10 update customer behavior profiles by mining the customer telephone call records  
 11 that flow into the data warehouse; and  
 12                    at least one computer program, performed by the profiling engine,  
 13 and operative to define behavior profiles defined at least in part by probability  
 14 distributions, using data from the telephone call records, as data cubes and  
 15 derive similarity measures on patterns extracted from the behavior profiles;  
 16                    wherein the behavior profiles are provided as two input calling  
 17 pattern cubes,  $C_1$  and  $C_2$ , and a similarity cube,  $C_s$ , is an output of a comparison  
 18 between  $C_1$  and  $C_2$ , wherein the similarity cube,  $C_s$ , represents a pair of  
 19 corresponding sub-cubes of  $C_1$  and  $C_2$ , and wherein  $C_1$  and  $C_2$  are count-cubes,  
 20 a sub-cube is treated as a bag, and cell-wise comparison results are summarized  
 21 based on bag overlap, the count cubes having non-negative integer cell values,  
 22 and the bag overlap enables comparison of corresponding sub-cubes of distinct  
 23 count cubes.

1                    2.        (Cancelled)

1                   3.     (Original) The apparatus of claim 1 wherein the profiling  
2 engine comprises a commercial data warehouse server and a multi-dimensional  
3 OLAP server.

1                   4.     (Original) The apparatus of claim 1 wherein the profiling  
2 engine implements multi-level, multi-dimensional pattern analysis and  
3 comparison.

1                   5.     (Cancelled)

1                   6.     (Original) The apparatus of claim 1 wherein similarity  
2 measures are defined and computed on the patterns extracted from the behavior  
3 profiles.

1                   7.     (Original) The apparatus of claim 1 wherein the computer  
2 program is further operative to compare the data cubes with similarity measures  
3 identifying fraud so as to extract fraud detection from the behavior profiles.

1                   8.     (Cancelled)

1                   9.     (Previously presented) The apparatus of claim 1 wherein the  
2 behavior profiles are analyzed against a personalized threshold to detect caller  
3 fraud.

1                   10.    (Original) The apparatus of claim 1 wherein the customer  
2 records comprise customer call records, the profiling engine builds and updates  
3 customer calling behavior profiles by mining the customer call records, and the  
4 computer program derives similarity measures on patterns extracted from the  
5 call behavior profiles.

1                   11.   (Previously presented) A profiling apparatus, comprising:  
2                   a data warehouse for storing customer records including telephone  
3 call data;  
4                   a profiling engine configured to communicate with the data  
5 warehouse and operative to generate customer telephone calling behavior  
6 profiles from the customer records within the data warehouse, the profiling  
7 engine being configured to define customer telephone calling behavior profiles  
8 using probability distributions, and to compute the customer telephone calling  
9 behavior profiles using OLAP operations on multi-dimensional and multi-level  
10 data cubes, one multi-level data cube being a profile cube, another multi-level  
11 data cube being a profile-snapshot cube, and yet another data cube being a  
12 profile cube formed by merging together the profile cube and the profile-  
13 snapshot cube; and  
14                   a computer application program implemented on the profiling  
15 engine and operative to represent behavior profiles as patterns, using the  
16 telephone call data, and derive similarity measures of the patterns usable to  
17 profile customer behavior and detect fraud by deriving calling pattern cubes from  
18 the profile cubes using a probability distribution-based calling pattern, treating a  
19 sub-cube as a bag, and summarizing cell-wise comparison results based on bag  
20 overlap.

1                   12-15. (Cancelled)

1                   16.   (Previously presented) The apparatus of claim 11 wherein  
2 the updated profile cube is stored within a profile table of the data warehouse  
3 such that subsequent customer profiling utilizes customer records from the data  
4 warehouse comprising the updated profile cube.

1                   17.   (Previously presented) A method for comparing customer  
2 behavior patterns, comprising:  
3                   providing call data in the form of call data records to a data  
4 warehouse;

5 loading the call data records into a multidimensional database of an  
6 OLAP server;  
7 maintaining profiles by staging data between the data warehouse  
8 and the OLAP multidimensional database;  
9 generating a profile-snapshot cube accommodating multiple  
10 customers;  
11 in combination with generating the profile-snapshot cube,  
12 generating a profile cube for the same set of customers from the data  
13 warehouse;  
14 updating the profile cube by merging the profile cube with the  
15 profile-snapshot cube;  
16 storing the updated profile cube in the data warehouse; and  
17 deriving similarity measures of patterns usable to profile customer  
18 behavior and detect fraud by deriving calling pattern cubes from the updated  
19 profile cube using a probability distribution-based calling pattern, treating a sub-  
20 cube as a bag, and summarizing cell-wise comparison results based on bag  
21 overlap.

1 18. (Original) The method of claim 17 wherein the data  
2 warehouse comprises profile tables configured to store the profile cube.

1 19. (Previously presented) The method of claim 17 wherein the  
2 updated profile cube is subdivided into a plurality of individual calling pattern  
3 cubes, each representative of individual customers, and further comprising  
4 comparing calling patterns that have been derived from customer calling  
5 behavior profiles.

1 20. (Previously presented) The method of claim 19 further  
2 comprising the steps of reporting, analyzing, and visualizing of one of the calling  
3 pattern cubes for an individual customer.

1 21. (Previously presented) The method of claim 19 further  
2 comprising retrieving profile tables to generate the profile cubes, retrieving call

3 data tables to create profile-snapshot cubes that have a same dimension of a  
 4 profile cube to facilitate merging by addition, deriving individual customer-based  
 5 calling pattern cubes from the profile cubes, analyzing individual calling patterns  
 6 in multiple dimensions and multiple levels, and computing a similarity of calling  
 7 patterns that belong to different customers or to a same customer over different  
 8 profiling periods.

1 22. (Previously presented) The apparatus of claim 1 wherein a  
 2 cell of  $C_s$  is mapped into a pair of corresponding sub-cubes of  $C_1$  and  $C_2$ .

1 23-24. (Cancelled)

1 25. (Previously presented) A profiling apparatus, comprising:  
 2 a data warehouse for storing customer records including telephone  
 3 call data;  
 4 a profiling engine configured to communicate with the data  
 5 warehouse and operative to generate customer telephone calling behavior  
 6 profiles from the customer records within the data warehouse, the profiling  
 7 engine being configured to define customer telephone calling behavior profiles  
 8 using probability distributions, and to compute the customer telephone calling  
 9 behavior profiles using OLAP operations on multi-dimensional and multi-level  
 10 data cubes, one multi-level data cube being a profile cube, another multi-level  
 11 data cube being a profile-snapshot cube, and yet another data cube being a  
 12 profile cube formed by merging together the profile cube and the profile-  
 13 snapshot cube; and  
 14 a computer application program implemented on the profiling  
 15 engine and operative to represent behavior profiles as patterns, using the  
 16 telephone call data, and derive similarity measures of the patterns usable to  
 17 profile customer behavior and detect fraud by deriving volume based calling  
 18 pattern cubes comprising count-cubes from the profile cubes using a probability  
 19 distribution-based calling pattern, treating a sub-cube as a bag, and summarizing  
 20 cell-wise comparison results based on bag overlap using cell-to-subcube

21 mapping, the count cubes having non-negative integer cell values, and the bag  
22 overlap enables comparison of corresponding sub-cubes of distinct count cubes.

1                   26. (Previously presented) The apparatus of claim 25 wherein  
2 the computer application program is operative to implement projection cell-to-  
3 subcube mapping.

1                   27. (Previously presented) The apparatus of claim 25 wherein  
2 the computer application program is operative to implement change level cell-to-  
3 subcube mapping.

1                   28. (Previously presented) A customer profiling apparatus for  
2 conducting customer telephone behavior pattern analysis on telephone call  
3 records including telephone call data, comprising:  
4                   processing circuitry operative to process customer telephone call  
5 records;  
6                   a data warehouse coupled with the processing circuitry and  
7 configured to store the processed customer telephone call records;  
8                   an OnLine Analytical Processing (OLAP) based scalable profiling  
9 engine communicating with the data warehouse and operative to build and  
10 update customer behavior profiles by mining the customer telephone call records  
11 that flow into the data warehouse; and  
12                   at least one computer program, performed by the profiling engine,  
13 and operative to define behavior profiles defined at least in part by probability  
14 distributions, using data from the telephone call records, as data cubes and  
15 derive similarity measures on patterns extracted from the behavior profiles;  
16                   wherein the behavior profiles are provided as two input calling  
17 pattern cubes,  $C_1$  and  $C_2$ , and a similarity cube,  $C_s$ , is an output of a comparison  
18 between  $C_1$  and  $C_2$ , wherein the similarity cube,  $C_s$ , represents a pair of  
19 corresponding sub-cubes of  $C_1$  and  $C_2$ , and wherein  $C_1$  and  $C_2$  are count-cubes,  
20 a sub-cube is treated as a bag, and cell-wise comparison results are summarized  
21 based on bag overlap, wherein each cell of  $C_s$  represents the similarity of a pair

22 of corresponding sub-cubes, a cube having a set of dimensions and each cell of  
23 the cube being identified by a value from each of the dimensions.

1                   29. (Previously presented) The apparatus of claim 28, wherein an  
2 element of the bag is identified by a list of dimension values underlying a cell of  
3 the cube, and a count of the element is represented by a cell value.

1                   30. (Previously presented) The apparatus of claim 28, wherein the  
2 count cubes having non-negative integer cell values, and the bag overlap enables  
3 comparison of corresponding sub-cubes of distinct count cubes.

1                   31. (Previously presented) The apparatus of claim 28, wherein  
2 each cell of  $C_s$  represents the similarity of a pair of corresponding sub-cubes.

1                   32. (Previously presented) The apparatus of claim 1, wherein each  
2 cell of  $C_s$  represents the similarity of a pair of corresponding sub-cubes.